

Sinclair
Broadcasting's
recent decision to
preempt television
stations under
Sinclair control to
broadcast an
anti-Kerry
documentary only
days before the
November 2, 2004
Presidential
election is an
excellent example of
the hazards of media
consolidation.

Sinclair makes use
of public airwaves
without charge, and
therefore is (and
certainly should be)
legally obligated to
serve the public
interest. However,
when large companies
hold a controlling
share of the local
airwaves, consumers
in the market are
exposed to whatever
the station owner
believes is good for
the business's
"bottom line" and
are exposed to less
of the informative
programming we need
to make informed
choices. Instead of
a propaganda program
produced at "News
Central", consumers
need to see more
cogent information,
more real people
from our own
communities, and
more substantive
news about issues
that affect
consumers locally.

Sinclair's actions
demonstrate why we
need to strengthen
media ownership
rules, not weaken
them. Sinclair's
current actions
demonstrate why the
license renewal
process needs to
involve more than a
returned postcard.

Thank you for your
time and the
opportunity to make
my view heard.